Urban Design Element

Introduction

San Diego has a remarkable and diverse natural setting, composed of water, shoreline, canyons, hillsides, and mesas. The built environment also offers tremendous diversity

in the form of distinctive neighborhoods, activity centers and landmarks. Transportation corridors and open spaces form the edges and boundaries of our communities, as well as the linkages that bring us together. Urban Design Element policies strive to capitalize on San Diego's natural beauty and unique neighborhoods by calling for development that respects the natural setting, enhances the distinctiveness of our neighborhoods, strengthens the natural and built linkages, and creates mixed-use, walkable villages.

The Strategic Framework/Land Use Element addresses urban form and design at the city and regional level through its policies for respecting our natural base, preserving open space systems, and targeting new growth into compact villages. Additional urban design-related policies can be found in the Mobility Element (relating to walkable communities and transit orientation), the Conservation Element (for policies on green buildings, sustainable development, and open space preservation), the Recreation Element (on neighborhood parks) and the Strategic Framework/Land Use Element (on mixed-use and the village concept). General Plan policies may be further supplemented with site-specific community plan recommendations, such as those that may be included in Community Identity Elements after appropriate levels of public input have been received. Ultimately, the General Plan's Urban Design Element will influence the implementation of all elements of the General Plan and the community plans as it establishes goals and policies for the development pattern and character of the built environment.

Urban design is the art and science of building cities. It helps to differentiate one city from another, gives a special quality that adds value to the land, and attracts people to these places. As an art, the goal of designing cities is to transcend the functional requirements that make up a city into an aesthetic experience. As a science, urban design is approached from a quantitative perspective. Urban spaces and transportation systems are quantified for their functional capacities and physical features. These features can be quantified, regulated and monitored for their success in promoting safe, pleasant, and economically viable spaces. A successful urban design plan combines both the aesthetic and technical approaches to help create great architecture, public spaces, and neighborhoods.

The Nolen Plan John Nolen 1908

One of San Diego's original urban studies, John Nolen's Comprehensive Plan gave the city a vision. He wanted to develop a functional and beautiful city, harmonizing with an equally beautiful natural setting. Nolen offered 10 specific recommendations, including preservation of beaches and other open space for the public, increasing the number of small squares to open, ventilate, and beautify the city, and creation of a "Paseo" connecting the bay and Balboa Park. He proposed a civic center on the waterfront, an airport on the mudflats of San Diego Bay, a regional government, a system of freeways and greenbelt parks, subdivision and zoning regulations, historic preservation and capital-improvement budgeting. Although the civic leaders at the time did not accept his proposal, the ideas have influenced planning ever since.



Temporary Paradise?

(add graphic from this plan) Kevin Lynch and Donald Appleyard 1974

This unofficial report advocated for the preservation of San Diego's natural landscape, changing the form of suburban development and directing growth to existing neighborhoods. It pointed out past planning failures and criticized the urbanization of Mission Valley in the 1950s, saying it had become a "chaos of highways, parking lots, and scattered commercial buildings." The report addressed problems associated with rapid residential development such as pollution, traffic jams and overextended public services. Proposed solutions offered include: preserving the valleys and canyons; opening up public access to the coast; slowing suburban development; funneling growth to, and enhancing existing urban neighborhoods, renewing the major centers, beautifying highways, reducing auto dependence and improving transit services. Temporary Paradise? was one of the first reports to view San Diego and Tijuana as a part of a single natural and metropolitan region.

A. The Natural Base

Goal

 A built environment that respects and enhances San Diego's natural base

Discussion

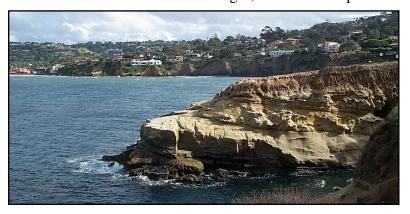
The physical image of San Diego is defined foremost by its topography - the canyons, mesas, beaches and hills. However, the built form of our communities and transportation routes form the framework of how we experience our city. To strengthen the overall physical image of the city, the built environment must respect and enhance the natural character of the city. This can be accomplished by preserving open spaces and designing the built environment to reinforce natural features and natural systems, as described in the policies below.

Policies

UD-A.1. Natural Features.

Preserve and protect natural landforms and features.

- a. Protect the integrity of community open spaces intended for preservation.
- b. Continue to implement the Multiple Species Conservation Program (MSCP), which is designed to preserve habitat areas, but also helps meet urban design goals by conserving part of San Diego's natural base and creating a linked open space system.
- c. Ensure that the natural form of the city (topography, river valleys, coastal edges, hillsides and promontories) is legible from crossing



points in the circulation system, and distinguished with appropriate landmarks.



UD-A.2. Buildings Adjacent to Natural Features.

Design development to highlight and complement the natural environment in areas designated for development.

- a. Reinforce the dominance of natural valley "walls."
 - 1. Preserve open space views of valley walls as a part of development proposals.
 - 2. Limit heights per community plan recommendations to maintain the visual dominance of the valley walls.
- b. Preserve topography and views along and/or into the waterfront.
 - 1. The height of buildings should taper down to the ocean and bays to preserve topography and views from the public right-of-way.
 - 2. Preserve and enhance open space along the waterfront in a manner beneficial to the public.
- c. Minimize grading to maintain the natural topography, while contouring any landform alterations to blend into the natural terrain.
- d. Integrate development with the natural environment. Select colors and materials that do not detract from the natural setting.
- e. Design and site buildings to permit visual and physical access to the natural features from the public right-of-way.
- f. Protect views from public roadways and parklands to natural canyons, resource areas and scenic vistas.
- g. Provide public pedestrian, bicycle, and equestrian access paths to scenic view points, parklands, and natural resource open space areas.



City Links: San Diego Grand Design Adele Naude Santos and Associates with Andrew Spurlock Martin Poirier Landscape Architects, 1997

The "City Links: San Diego Grand Design" report, was never officially adopted or published, yet it contains ideas that have been incorporated into the City of Villages strategy. The authors envisioned San Diego as a network of clearly defined neighborhoods linked by a "web" of open space, services, transportation linkages, and amenities. Through the use of "gateways" and "webs" created by valley open space, coastal mountains, canyons, mesa-tops, and transportation systems, communities would have clear boundaries while also being strongly linked.

- UD-A.3. Open Space Linkages. Use open spaces and landscaping to define and link communities.
 - Celebrate and enhance naturally occurring linear features such as coastlines, rivers, creeks, canyons and ridge lines.
 - b. Tie villages, public attractions, canyons, open spaces, and other destinations together by connecting them with trail systems, bicycle routes, landscaped boulevards, formalized parks, or natural open space, as appropriate.
 - c. Recognize that open spaces sometimes truncate transportation corridors and inhibit mobility between communities. Where conflicts exist between mobility and open space goals, address site-specific solutions in community plans.
 - d. Preserve and encourage preservation of physical connectivity and access to open space.





B. Distinctive Neighborhoods

Goals

- A city of clearly defined, distinctive neighborhoods
- New development that reproduces and improves upon what is best about San Diego's neighborhoods



Discussion

San Diego's distinctive neighborhoods are a great asset to the city. Some neighborhoods date back to the early days of San Diego's history and a few are still building out, but each has elements that set it apart from the others and establish its Mid-City Communities Plan City of San Diego 1984 (updated in 1998)

The national-award winning Mid-City Community Plan and its companion ordinance was one of the first programs in the city to promote pedestrian-friendly development, develop multi-family design guidelines, support creation of community "gateways," direct growth to transit corridors and nodes, and establish design standards for neighborhood compatibility. The plan was visionary in developing concepts for mixed land uses, pedestrian-oriented villages, and having streets serve multiple purposes. The plan encourages new developments to provide plazas, public seating areas, wider pedestrian sidewalks, and more land devoted to parks in order to focus on pedestrian activity. The 1984 plan was updated in 1998 to better address the distinctions among the multiple communities and neighborhoods that are a part of this larger planning area.

character. Many of San Diego's most desired neighborhoods are the product of small incremental parcelizations and development over a long period of time. Each individual subdivision links to another, while offering small variations on the layout and character of the area. Neighborhood character is defined in part by certain physical qualities that repeat throughout neighborhoods, such as landscaping and massing of buildings, colors, and materials. The character of a neighborhood or community is also defined by factors including topography and natural features, street layout and streetscape, and landmarks and civic land uses.

Preserving neighborhood character does not mean that things must be kept exactly

the same. Sometimes change is welcome, as private and public investment can contribute to the beauty, vitality, and functionality of a neighborhood. However, new development - whether it is in the form of infill, redevelopment, or first-time development - should contribute to a continuing positive evolution of neighborhood character and creation of a sense of place.



The following urban design policies strive to preserve the desirable distinctive qualities of existing neighborhoods while encouraging a coherent image of the city as a whole. These general policies should be supplemented with site-specific guidance in Community Identity Elements.



Development in small increments produces a more interesting landscape.

Policies

UD-B.1. Define neighborhood and community edges by either natural open space (USCP or community open space) or urban enhancements (streetscape improvements, public art, landscape and architectural themes) to celebrate gateways and entrances.

UD-B.2. Architecture.

Relate new buildings to the context of the neighborhood and community.

 a. Promote harmony in the visual relationships and transitions between new and older buildings. New buildings do not need to imitate older development, but

should be sympathetic to its scale, form, proportion, and materials. This can often be accomplished by repeating existing building lines, fenestration and surface treatment. Where new buildings are larger than their surroundings, they should be articulated and textured to reduce their apparent size and to reflect the pattern of older buildings.

- b. Where a fine-grained development pattern exists, build within the existing street, block, and lot configuration of the neighborhood.
- c. Relate architecture and landscaping to San Diego's climate, topography, and history (see also the Conservation Element for green building policies).

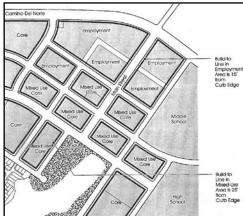


- d. Encourage the use of materials and a quality of finish work which reinforces the sense of this city as one that is built for beauty and to last.
- e. Encourage smaller, less homogeneous development. When development occurs in smaller increments a more interesting landscape is produced.
- f. Provide architectural features that enhance the character of the neighborhood.

UD-B.3. Neighborhood Streets.

Design or retrofit streets to improve walkability, strengthen connectivity, and enhance community identity.

- a. Design streets to support multiple users of the public right-of-way, including motor vehicles, pedestrians, bicyclists, trash collection and emergency vehicles.
- b. Coordinate planning and design for landscaping, lighting, signage, trash receptacles, transit stops, public art, and other amenities.
- c. Design streets in a manner that reduces neighborhood speeding problems.



Interconnected streets in the Black Mountain Ranch subarea plan

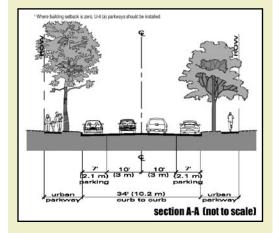
- d. Strive for high levels of connectivity within the neighborhood street network. Link individual subdivisions/projects to each other and the community.
- e. Enhance community gateways to demonstrate neighborhood pride and delineate boundaries.
- f. Clarify roadway intersections through the use of special paving and landscaping.
- g. Implement traffic calming measures as appropriate to slow traffic in neighborhoods and areas of high pedestrian activity. Encourage the use of calming techniques such as neckdowns, islands, and speed tables (see Mobility Element).
- h. Screen from public view mechanical equipment, trash storage, service areas and utility appurtenances. Screening devices may include walls and doors, however landscaping is preferred because unlike walls and doors, graffiti cannot be put on it.
- i. Provide street trees of appropriate height and scale depending on the function of the street and surrounding uses. Trees should be located far enough from light poles so that ground illumination is not obstructed. Landscaping should be used to complement the existing character of the neighborhood. (See also the Conservation Element Policy CE-I.9. on urban/community forests and street tree master plans.)



 $The\ community\ gateway\ signs\ in\ Little\ Italy,\ Hillcrest,\ and\ Kensington.$

The City of San Diego Street Design Manual, 2002

The Street Design Manual contains information and guidance for the design of the public right-of-way. It includes technical design guidelines for many different classifications of streets and also addresses design for: pedestrian access, urban and rural parkways, storm water runoff, and traffic calming measures among others. Comprehensive amendments to the City of San Diego's Street Design Manual were approved by the San Diego City Council in 2002. The manual represents a major step toward achieving the City of Villages vision for a more walkable and livable city, as it considers the needs of all users of the public right-of-way. For example, in addition to being conduits for vehicles, the manual recognizes that streets provide links into neighborhoods, and that they are used as shopping corridors, entertainment areas, parade grounds, and other uses that add to the quality of life in the



The guidelines are applicable both to newly developing areas as well as to older areas that are undergoing major revitalization and redevelopment. This is an important point as the city moves from an era of building upon undeveloped land to one of infill and redevelopment

- j. Use pedestrian-scale lighting along the street to promote safety and to encourage evening socialization.
- k. Develop and enhance a public signage system to define public places, recreation spots, and principal attractions.
- Enhance the urban forest street tree installation and maintenance programs (see Conservation Element Section H - Sustainable Development and Urban Forestry).

UD-B.4. Historic Preservation.

Identify and conserve the streets, landmarks, and areas that give a community a sense of place or history (see also the Conservation Element Section L – Historic and Cultural Resources).

- a. Preserve historic and prehistoric resources.
- b. Design additions to historic buildings that are appropriate to the original historic time period.
- c. Ensure that the density and intensity of new residential and mixed-use development does not threaten historic structures.
- d. Incorporate historic character into new development.
- e. Add new building types to established areas with care and respect for the context that past generations of builders have provided.

UD-B.5. Wireless Facilities.

Situate wireless facilities in the least visible fashion and with the least disruptive impact on the neighborhoods and communities.

- Designs should be aesthetically pleasing and respectful of the neighborhood context.
- b. Mechanisms to conceal wireless facilities can include camouflage design techniques to blend into the surrounding area, landscaping to minimize the visual impact, and screening techniques to hide facilities from view.
- c. Underground utilities, vaults and mechanical devices where possible.

UD-B.6. Recognize that the quality of a neighborhood is linked to the overall quality of the urban environment. Work with community groups and property owners to ensure that there is adequate street maintenance, law enforcement, code enforcement, and litter and graffiti control to maintain safe and attractive neighborhoods. See also the Safety and Security section of this Element.

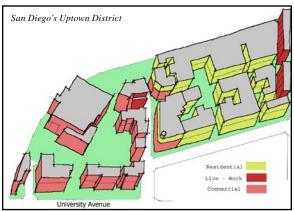
C. Commercial and Mixed Use Design

Goals

- Commercial shopping areas that serve as walkable village centers
- Pedestrian-friendly employment and activity centers

Discussion

The City of Villages strategy calls for the development of transit-oriented mixed-use villages with significant public spaces. Villages are to be compact and walkable, and serve as focal points for public gathering as a result of their outstanding public spaces (plazas, public art spaces, streetscape, transit centers, urban trail heads, parks, and pocket parks), publicly-oriented buildings (including civic buildings and monuments, public facilities and services, and social services), retail establishments, and compact residences.



Pedestrian shortcuts through existing street systems.

Village development will typically occur through the development and redevelopment of shopping centers. The following policies address key, overall urban design principles for village development, and allow for community plans to provide more specific guidance tailored to each location. Appropriate design will help make these villages true centers of neighborhood activity, rather than just renovated shopping centers.



University Community Plan: City of San Diego, 1987

The University Community Plan (UCP) area is home to a regional shopping center, UCSD, large employers, and a variety of housing. Parts of the community have developed in a "superblock" development pattern that poses difficulties for pedestrians. A superblock is a development pattern characterized by large tracts of land, with activities and amenities oriented towards the interior of the development. Steep, landscaped berms or parking structures tend to barricade projects from the street.

The UCP suggests ways to design and redesign super blocks to alleviate negative conditions while still maintaining the benefits of this type of development. The plan requires that the roads, sidewalks and open spaces of one development be coordinated with those of adjacent uses, and aligned to form a continuous network. The plan also recommends avoiding parking next to pedestrian-oriented areas, dispersing parking into smaller sites in multiple areas, and transitioning the scale and height of buildings to create a smooth and well-balanced site. Existing superblocks can be retrofitted over time through the strategic placement of infill structures such as eating establishments, art galleries, and other pedestrian-oriented activities. Exterior improvements can be made that include art, pedestrian-scale entrances and windows, directional graphics, fountains, and places to sit, play, and people-watch.



Vermont Street pedestrian bridge connecting the Uptown District with University Heights.

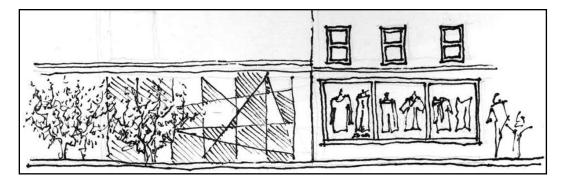
Commercial centers outside of villages as well as employment centers, and other types of activity centers should also be designed in accordance with many of the same design policies that apply to village areas.

Policies

UD-C.1. Project Street Layout and Design. Design project circulation systems for better walkability.

- In existing fine-grained neighborhoods, extend the existing street grid into the project.
- b. In village centers design a grid or modified-grid internal project street system, with sidewalks and curbs, as the organizing framework for the development.
- d. Where the existing street system has long blocks or circuitous street patterns, provide pedestrian shortcuts through the project to connect destinations.
- Implement pedestrian facilities and amenities including wider sidee. walks, unifying street trees, pedestrian-scaled lighting and signage, landscaping, and street furniture on public and private streets within or bordering the project.
- f. Design new connections, and remove any barriers to pedestrian and bicycle circulation in order to enable patrons to walk or bike, rather than drive, to neighboring destinations.
- Layout streets to provide vistas into public viewsheds. g.





UD-C.2. Superblocks.

Retrofit existing large scale development patterns, such as "superblocks" or "campus-style" developments, to provide more and better linkages among uses in the superblock, neighboring developments, and the public street system.

- Coordinate roads, sidewalks, and open spaces of adjacent a. developments.
- Strategically place pedestrian-oriented infill structures to introduce b. street level vitality.
- Implement exterior improvements such as public art, pedestrianc. scale windows and entrances, signage, and street furniture.

UD-C.3. Pedestrian-Oriented Design.

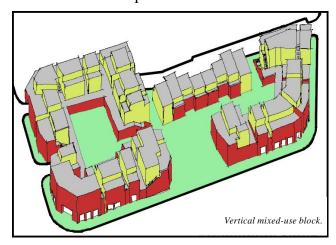
Create pedestrian-friendly shopping areas.

- Design or redesign buildings to include architecturally interesting elements, pedestrian-friendly entrances, outdoor dining areas, plazas, transparent windows, public art, or other elements. Emphasize human-scaled design features at the ground floor level.
- In village centers orient some of the b. buildings to a commercial local street, or to an internal project drive that is designed to look like a public street, in order to create a main street-type experience. Provide on-street parking.
- Break up large retail establishment c. structures (greater than 50,000 square feet) into distinct building masses distinguished by offsetting planes, rooflines and overhangs or other means.
- Consider the use of small buildings in key locations to scale down d. large retail establishment sites, with separate individual main entrances directly leading to the outside.



UD-C.4. Mixed Use.

In village centers and transit corridors identified designated in the appropriate community plan, provide a mix of uses to help create vibrant, active places.



- Uses may be mixed vertically a. (stacked) or horizontally (separate buildings).
- Encourage placement of acb. tive uses, such as retailers, restaurants, fitness centers, and various services, on the ground floor of buildings in areas where the greatest levels of pedestrian activity are sought.
- Design residential entrances to c. read differently than ground floor commercial uses.
- d. Use parking structures where feasible to reduce the land area devoted to parking.
- Share parking with other users where possible and manage parking e. for greater efficiency (link to Mobility Element). However, residents should have distinct, secure parking areas.
- Encourage distinctive architectural design of commercial and mixed g. use buildings to promote a sense of identity to village centers.

UD-C.5. Village Center Public Space.

Provide public spaces such as plazas, greens, gardens, pocket parks, amphitheaters, community meeting rooms, or libraries in mixed-use/commercial village projects. See also Public Places and Civic Architecture section of this Element.

For sites that are at least 10-acres in size, the public use component of the village should comprise approximately 10 percent of the project's net site area, with adjustments for smaller, or constrained sites.



Rio Vista Trolley Station

- Public spaces provided in acb. cordance with this policy are to become a part of the community and available for use by the public-at-large. For example, a person should be able to sit down in a plaza without making a purchase at a nearby establishment.
- Provide the required public space in the first phase of any development proposal.



UD-C.6. Transit Integration.

Integrate any existing or planned transit stops/stations into project design. An integrated transit stop is one that is designed as part of the architecture and site plan of a project.

- Locate transit stops/stations adjacent to the most active uses within a. the project.
- b. Provide attractively designed transit stops/stations that are visible from the development and the public street.
- Provide any necessary right-of-way for transit stops/stations, access, c. and priority measures.
- d. Design safe, attractive, accessible, lit, and convenient pedestrian connections from transit stops/stations to building entrances.

UD-C.7. Surface Parking Design.

Reduce the amount and impact of parking located between the front elevation of buildings and public streets.

- Encourage placement of parking a. along the back and sides of streetoriented buildings.
- Design pedestrian paseos/pathways b. and signage that link parking and shopping areas.
- Avoid large areas of uninterrupted c. parking. Retrofit existing expansive parking lots with street trees and landscaping, pedestrian paths, and new building placement.



- d. Provide clear and attractive pedestrian paths through parking lots.
- e. Use trees and other landscaping for shade, screening and storm water runoff. Use landscaping to soften the appearance of parking lots as well as for screening unattractive features such as trash dumpsters.
- f. Generally screen parking facilities from the public right-of-way.

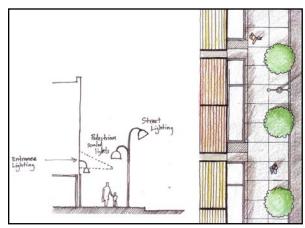
UD-C.8. Structured Parking Design.

Design functional and aesthetically pleasing parking structures.

- Design structures to be of a height and mass that is compatible with the surrounding area.
- b. Use attractive building materials, detailing and landscaping to compliment the surrounding neighborhood.
- c. Provide well-defined pedestrian entrances.
- Use appropriate screening mechanisms to screen parked vehicles as d. viewed from active pedestrian areas.
- In village centers encourage the use of retail on the first floor of e. parking structures to create an active streetscape.

UD-C.9. Lighting.

Provide lighting from a variety of sources at appropriate intensities and qualities for safety.



Pedestrian-scaled lighting.

- Provide pedestrian-scaled lighting for pedestrian circulation and visibility.
- b. Use effective lighting for vehicular traffic while not overwhelming the quality of pedestrian lighting.
- Use lighting to convey a sense of safety while minimizing glare and contrast.
- Use light fixtures that complement the character and theme of the commercial center.

UD-C.10. Signage.

Provide comprehensive project signage plans.

- a. Design signs as a means to help communicate a theme and identity of the commercial center.
- Include pedestrian-oriented signage to orient users to various aspects b. of the project.
- Place signs to direct proper vehicular and pedestrian circulation. c.
- Signage should compliment project and district guidelines. d.

UD-C.11. Provide convenient, safe, well-marked, and attractive pedestrian connections from the public street to building entrances.

UD-C.12. Landscaping.

Use landscaping and street trees for shade, beauty, and environmental benefits, and to help establish the character of a village or center.

- Trees should compliment and expand on the surrounding street tree fabric.
- Landscaping of the development should provide a unique identity b. within the village or center.
- Landscaping should support storm water management goals for filc. tration, percolation and erosion control.





D. Commercial Corridors

Goals

- Vibrant, mixed-use main streets that serve as neighborhood destinations, community resources, and conduits to the regional transit system
- Attractive, prosperous, commercial corridors which link communities and provide goods and services

Urban Main Street Program City of San Diego

San Diego is the first city on the West Coast to implement a Main Street Program. It is affiliated with a nationally recognized economic development approach that focuses on revitalizing the commercial components of downtowns and neighborhood districts in an effort to promote small business development. These programs traditionally use historic preservation and grass-roots based economic development. Efforts at improving and maintaining "main streets" in San Diego provide small businesses with a competitive edge against "big box" retailers and shopping malls.

The city works with Main Street communities to renovate store fronts, plan and coordinate major streetscape improvement and public arts projects, create redevelopment areas to attract investors, and develop marketing plans to attract customers and businesses. North Park, the city's pilot project, was implemented in 1996 and has shown signs of renewal. Other main street projects in progress include Ocean Beach and Mission Hills.

Discussion

Commercial corridors link neighborhoods together and may cross community boundaries. These shopping areas provide convenient local shopping destinations and space for small businesses to take root. Some commercial corridors were designed with a pedestrian-friendly "main street" appearance and others have a more auto-dominated "strip commercial" design. Auto-dominated design is typified by parking located between the front of the building and the street, auto-oriented signage, and minimal landscaping.

The City of Villages Transit/Land Use Connections Map (see fold-out) designates various commercial corridors served by transit as existing or potential "Transit Corridors." The policies in this section offer guidance on how to preserve and enhance our Transit Corridors to achieve the City of Villages goals to create walkable communities and support transit. The

design policies also apply to commercial corridors not designated as transit corridors, with the goal of redesigning these commercial corridors so they enhance the community and are attractive to pedestrians, transit riders, and bicyclists, in addition to drivers.

Policies

UD-D.1. Streetscape.

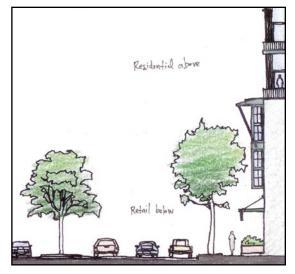
Enhance the public streetscape for greater walkability and neighborhood aesthetics. See also the Neighborhood Streets and Public Art sections of this Element.

- Preserve and enhance existing main streets. a.
- Design or redesign the primary entrances of buildings to open onto b. the public street. Where existing buildings are set back from the street, provide a pathway that offers a direct connection from the building entrance to the street.
- Establish build-to-lines, or maximum permitted setbacks on desigc. nated streets. Buildings along transit corridors should generally be located within 25 feet from the front curb edge.
- d. Where possible, locate parking on-street and in rear or side lots, or in shared parking structures.
- Design or redesign buildings to include architecturally interesting e. elements, pedestrian-friendly entrances, outdoor dining areas, transparent windows, or other means. Emphasize human-scaled design features at the ground floor level.
- f. Utilize building proportion and innovative architecture and design to create a sense of rhythm on long commercial corridors.
- Implement pedestrian facilities and amenities in the public rightg. of-way including wider sidewalks, street trees, pedestrian-scaled lighting and signage, landscaping, and street furniture.
- h. Remove barriers to pedestrian and bicycle circulation in order to enable patrons to walk or bike to neighboring businesses.

UD-D.2. Mixed Use.

Provide a mix of uses to help create vibrant, active places.

- Uses may be mixed vertically (stacked) or horizontally (separate buildings), except where otherwise specified in community plans.
- b. Encourage placement of active uses, such as retailers, restaurants, fitness centers, and various services, on the ground floor of buildings in areas where the greatest levels of pedestrian activity are sought.
- Design residential entrances to read differently than ground floor commercial uses.



- Use parking structures where feasible to reduce the land area ded. voted to parking.
- Share and manage parking for greater efficiency, while providing e. separate and secure residential parking where appropriate. (placeholder link to Mobility Element).



UD-D.3. Transit Stops/Stations. Integrate transit into project design.



- Provide any necessary transit right-ofa. way for stops/stations, access, or priority measures.
- b. Transit stops/stations should be adjacent to the most active uses within the project, attractively designed, and visible from the public street.
- Design safe, attractive, and convenient c. pedestrian connections from transit stops/stations to building entrances.
- d. Support specialty commercial uses at transit nodes.

UD-D.4. Surface Parking Design.

Reduce the amount and visual impact of parking located between the front elevation of buildings and the public street.

- Where parking siting options exist, generally locate parking in rear lot or side-yard locations. Design pedestrian paseos/pathways and signage to link parking and shopping areas.
- Avoid large areas of uninterrupted parking. Retrofit existing expanb. sive parking lots with shade trees and screening shrubs, pedestrian paths, and new building placement.
- Provide clear and attractive pedestrian paths through parking lots. c.
- d. Use trees and other landscaping to soften the appearance of parking lots as well as for screening unattractive features such as trash dumpsters.
- Encourage the use of a series of posts to delineate accessibility for e. pedestrians while limiting vehicular access.

UD-D.5. Structured Parking Design.

Design safe, functional and aesthetically pleasing parking structures.



- Design structures to be of a height and mass that is compatible with the surrounding area.
- Use attractive building materials, b. detailing and landscaping.
- c. Provide well-defined pedestrian entrances.
- d. Use appropriate screening mechanisms to screen parked vehicles as viewed from active pedestrian areas.

- Encourage the use of retail on the first floor of parking structures, or e. use other means to create an active streetscape.
- f. Incorporate Crime Prevention Through Environmental Design measures (CPTED) (see Section H of this Element) to increase safety and security.

UD-D.6. Lighting.

Provide lighting from a variety of sources at appropriate intensities and qualities for safety.

- Provide pedestrian-scaled lighting for pedestrian circulation and visibility.
- b. Use effective lighting for vehicular traffic while not overwhelming the quality of pedestrian lighting.
- Use lighting to convey a sense of safety while minimizing glare and c. contrast.
- d. Use light fixtures that complement the character and theme of the commercial district.

UD-D.7. Signage.

Provide comprehensive project signage plans.

- Design signs as a means to help communicate a theme and identity of a commercial district.
- Include pedestrian-oriented signage or kiosks to orient users to varib. ous aspects of a project.
- Place signs to direct proper vehicular and pedestrian circulation. c.
- UD-D.8. Provide convenient, safe, well-marked, and attractive pedestrian connections from the public street to building entrances.
- UD-D.9. Use landscaping and street trees for shade, beauty, and environmental benefits, and to help establish the character of a village or center. Incorporate elements landscape and features to enframe site lines and direct circulation.



E. Public Spaces and Civic Architecture

Goals

- Provision of significant public gathering places in every neighborhood
- Distinctive civic architecture, landmarks, and facilities

Discussion

of neighborhoods. The City of Villages strategy calls for significant public space to be provided in every village development. Thoughtful design is needed to ensure that these places become treasured neighborhood assets. In addition, investments in infrastructure and facilities serve specific needs, but also may enhance the identity of a community and be a catalyst to high quality private investment.						

Public gathering places have the potential to strengthen the social fabric and identity

Policies

UD-E.1. Public Places.

Include public plazas, squares or other gathering places in each neighborhood and village center. See also the Public Art and Cultural Amenities section of this Element.

Locate public places in prominent, recognizable, accessible locations.

- b. Design outdoor open space as "outdoor rooms," developing a hierarchy of usable spaces, and avoid undifferentiated, empty spaces. Create enclosures with landscaping, paving, walls, lighting and structures.
- Develop each public space with a unique character, specific to its c. site and use.
- Design public places to accommodate a variety of artistic, social, d. cultural, and recreational opportunities and civic gatherings such as festivals, markets, performances, and exhibits.
- Consider artistic, cultural, and social activities unique to the neighe. borhood that can be incorporated into the space.
- f. Use landscaping, hardscaping, and public art to improve the quality of public places.
- Encourage the active management and programming of public g.
- h. Design outdoor spaces to allow for the penetration of sunlight.
- i. Frame parks and plazas with buildings which visually contain and provide natural surveillance into the open space (see also the CPTED section of this Element).

UD-E.2.	Civic /	Architecture	and I	andmarke
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a.

Prominently treat and locate civic architecture and landmark institutions.

Accompany civic architecture with public open space and greens,

urban parks, or plazas that enhance the character of these sites.



- b. Design parks, schools, libraries and other civic buildings as centers for the community.
- Incorporate green building principles into building design (see c. Conservation Element Section H).
- d. Building construction at prominent locations should achieve a high quality of design. Among such locations are those at canyon rims, the tops of hills, fronting on permanent open space, framing a public vista at the end of or along a street, and affording a silhouette against the sky.
- Encourage landmark buildings or facilities to include design elee. ments that contrast with the existing neighborhood fabric, such as a clock tower or public artwork, to provide a notable feature to help identify a place.
- f. Support the preservation of community landmarks.

UD-E.3. Public Facilities.

Hold public facilities to a high design standard.



- Develop partnerships with neighborhood residents and businesses in the site selection, planning, design, and construction of public facilities.
- Design public improvements in a manb. ner that emphasizes the distinctive nature of communities and neighbor-
- Regard public facilities as catalysts for c. private investment.

F. Residential Design

Goals

- Residential design that contributes to neighborhood beauty and vitality
- Provision of a wide variety of attractive and comfortable homes

Discussion

Residential product types include conventional single-family homes, small lot single-family homes, townhouses, duplex, and triplex dwellings, and a wide variety of apartment and condominium units. While densities, unit mix, and design parameters will vary based on individual community plan recommendations, there are overall policies that are applicable citywide. The following policies are intended to foster the development of high quality housing that becomes an integrated part of the larger neighborhood and community.





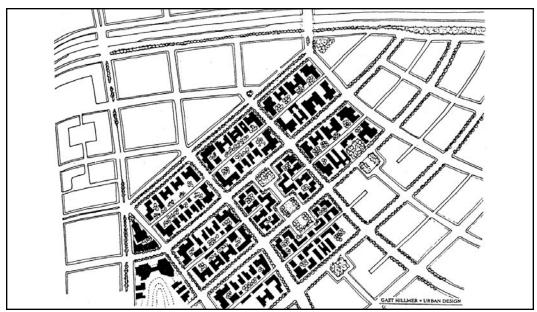


Policies

UD-F.1. Interconnected Streets.

Build upon or create an interconnected street system as the organizing framework for development or redevelopment projects.

- Design or retrofit street systems to establish linkages with adjacent developments and neighborhoods. Emphasize the provision of high quality pedestrian connections to transit stops/stations, village centers, and local schools.
- Avoid closed loop subdivisions and extensive cul-de-sac systems, b. except where the street layout is dictated by the topography or the need to avoid sensitive environmental resources. Where cul-de-sacs are used, design open ends for visibility and pedestrian connectiv-
- Large single- and multiple-family projects should develop an interc. nal local street system.
- Develop a hierarchy of walkways that delineate village pathways d. and link to regional trails.
- Reinforce street design through the grouping or lineal alignment of e. shade trees.



Illustrative plan of core residential areas in the Framework Plan for the North City Future Urbanizing Area

UD-F.2. Mix of Housing.

Achieve a fine-grained mix of housing types by providing small project and parcel sizes.

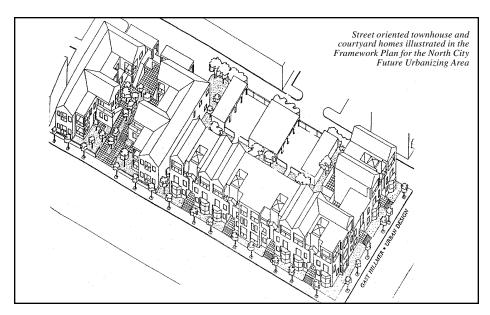


- Incorporate at least two multiple-family housing product types in multiplefamily projects larger than two acres.
- Incorporate at least two single-family housing product types in single-family projects/subdivisions greater than four acres.
- Build townhomes and small lot singlefamily homes to add diversity to neighborhoods or as a transition between higher density units and lower density single-family neighborhoods.

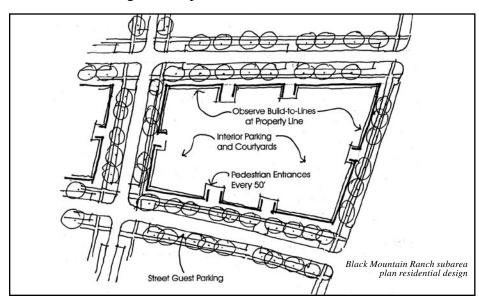
UD-F.3. Street Frontages.

Create street frontages with architectural and landscape interest for both pedestrians and neighboring residents.

- Locate buildings on the site so that they reinforce street frontages. a.
- b. Provide as many private, ground level entries to individual units as possible, considering the density of the project.
- Where not all units can have a separate entrance, some multi-family c. units may front on courtyards or garden spaces on the site. When a courtyard or other outdoor space or garden space is used as an entrance to dwellings, the courtyard/garden should open directly to the street and sidewalk.



- d. Relate buildings to existing and planned adjacent uses.
- Ensure that building entries are prominent and visible. e.
- f. Maintain existing setback patterns, except where community plans call for redevelopment to change the existing pattern.
- Locate features such as porches, stoops, balconies, and windows g. facing the street.
- Encourage side- and rear-loaded garages; where not possible, reduce h. the prominence of the garage through architectural features and varying planes.
- Minimize the visual impact of parking areas and garage doors on i. public streets.
- Minimize surface parking located between the front elevation of a j. building and the public street.





UD-F.4. Architecture.

Design buildings that contribute to positive neighborhood character.

- a. For infill projects, the overall height and bulk of structure(s) should be similar to that of other buildings in the neighborhood except where the community plan calls for redeveloping the area at much greater height and density.
- b. Relate the first floor of buildings to the street and insure that it is consistent with the first floors of neighboring buildings. If close to the street, raise the level of the first floor to maintain privacy.
- c. Use architectural details to establish and define a building's character as well as to convey a sense of quality.
- d. Ensure that pattern, size and proportion of openings (windows, doors) are similar to those of good quality buildings in the neighborhood.
- e. Select building materials and colors that are complementary to the surrounding area and have high levels of recycled content whenever possible.
- f. Make the placement and quality of front doors fit in with neighboring homes.
- g. Maximize natural ventilation, sunlight, and views for each unit.
- h. Encourage four-sided architecture.

Framework Plan for the North City Future Urbanizing Area, 1992

The Framework Plan for the North City Future Urbanizing Area (NCFUA) has guided the development of San Diego's 12,000-acre (former) urban reserve generally located south of Santa Fe Valley and north of Los Peñasquitos Canyon, between I-5 and I-15. Its defining principles are to maintain open space, preserve biological resources, establish residential densities, define development areas, and create walkable neighborhood cores. The urban design section of the plan established principles for how development should occur while maintaining the unique topography of the area. Detailed guidance is provided on how to create mixed-use core areas with interconnected streets, public spaces, and commercial centers accessible on foot by much of the neighborhood. More detailed "subarea" plans, including the Black Mountain Ranch Subarea Plan, were later prepared that developed more specific criteria for development. Neighborhoods developed under the Framework Plan and subsequent subarea plans provide on-the-ground examples of new, walkable communities and open space preservation.

UD-F.5. Parking Design.

Design safe and attractive parking facilities and lots that do not dominate the streetscape.

- a. Place parking lots at the rear or side of the site to allow a majority of dwelling units to front on the street.
- b. Build multiple small parking lots in lieu of one large lot.
- Plant trees and shrubs to soften the overall impact of parking areas and to provide shade and noise reduction.
- d. Avoid blank walls facing the street. Where blank walls are unavoidable, decorate with artwork, display cases, vines, and good quality durable materials.
- e. Place parking lots in proximity to dwelling units to allow for natural surveillance.

UD-F.6. Open Space.

Provide useable open space which can be used for play, recreation, and social or cultural activities in multifamily as well as single-family projects.

- Design recreational facilities, common facilities, and open space to be attractive and easily accessed by everyone in the development it serves.
- Design outdoor space as "outdoor rooms" and avoid undifferentib. ated, empty spaces.
- c. Locate open spaces so that they can be viewed from individual units.
- d. Locate small parks and play areas centrally, and to allow for adult supervision from dwelling units.
- Maximize the provision of private outdoor space for individual e. units.
- f. Encourage open space connectivity to link neighborhoods.



UD-F.7. Landscaping.

Design landscaping to enhance the architectural style of the residential building, and create and define useful public and private spaces.

- Encourage water conservation through the use of drought-tolerant a. landscaping.
- Shade paved areas, especially parking lots. b.
- c. Provide a variety of seating in landscaped areas.
- Unify communities through the use of shade trees, linking residend. tial areas.
- Use trees, shrubs and grasses to filter storm water runoff. e.

¹ Many of the policies in this section are drawn from "Design Guidelines for Compact Housing" prepared by the Local Government Commission, available at http://www.lgc.org/freepub/land_use/guidelines/multifamily_housing.html, the City of San Diego Framework Plan for the North City Future Urbanizing Area (1992), and the City of San Diego Black Mountain Ranch Subarea Plan (2002).



G. Public Art and Cultural Amenities

Goal

• A city enhanced with distinctive public art and cultural amenities.

Discussion

Public art and cultural amenities have the potential to enliven public spaces and build a sense of community identity. The City of San Diego's Public Art Program dates back to 1984 and has developed over the years, including adoption of the Public Art Master Plan in 2004. Public art and cultural amenities can help to implement the City of Villages strategy, as they are an effective means to improve the quality of the built environment, contribute to economic prosperity, create great public spaces, foster cultural diversity, attract tourists, and celebrate the distinctiveness of San Diego's neighborhoods. Public art and cultural activities can also contribute to the City of Villages goal of creating more walkable communities by enlivening the streetscape and other public spaces. The following policies are intended to provide an overview of how public art and cultural amenities relate to the city's planning and urban design goals. For more detailed and comprehensive information about arts and culture, click here.

Policies

UD-G.1. Community Identity.

Relate public art and cultural amenities to the identity of the surroundings. Respect the unique nature of the community and reflect the character of the area.



- Use arts and culture to strengthen the sense of identity of the Neighborhood and Urban Village Centers of each community.
- Improve the design and b. public acceptance of public infrastructure projects through artwork and cultural activities.
- Use public art to enhance community "gateways." Gateways serve c. to visually demarcate individual neighborhoods as well as provide focal points and wayfinding for welcoming people into the community.



- d. Reinforce community pride and identity by encouraging artworks and cultural activities that celebrate the unique cultural, ethnic, historical, or other attributes of the neighborhood.
- Use public art and cultural e. amenities as a means to help implement community-specific goals and policies, per the adopted community plan.
- Use public art as community f. landmarks, encouraging public gathering and wayfinding.

UD-G.2. Citywide Identity.

Use public art and cultural amenities to celebrate San Diego's diversity, history, and unique character.

a. Take advantage of opportunities to emphasize the connection between San Diego and Tijuana through arts and culture.



- Use public art and cultural amenities to help commemorate local b. history and culturally significant places.
- Support artworks and cultural activities that explore and reflect the c. diverse facets of San Diego life.
- Reinforce San Diego's commitment to diversity by using public art d. and cultural activities to interpret and celebrate the histories and cultures of its population.

UD-G.3. Public Spaces.

Enhance the Urban Environment by animating the city's public spaces.

Utilize public art and cula. tural activities such as festivals to create vibrant and distinctive public squares, plazas, parks and other public gathering places.



- b. Ensure that public artworks fit with the character of the surroundings both physically and conceptually.
- Encourage the use of art in highly visible places as directional assisc. tance. Art can also be used to delineate access routes and entrance points.
- d. In high foot traffic areas, use pedestrian-oriented art to improve the pedestrian experience.





Public Works Projects 2% for Art, 2004

Council Policy 900-11 outlines a process for including public art in selected Capital Improvement Program and Redevelopment Agency projects. The public art program is to be funded by two percent of the budget for all eligible Capital Improvement Program (CIP) projects and Redevelopment Agency project over \$250,000. Artists are to be involved in the early stages of project design so that they may become an integral part of the design process.

- e. Highlight points of interest throughout the city through the use of artwork.
- f. Encourage art and activities that animate public spaces and energize the cityscape.
- g. Encourage temporary public artworks to create a frequently changing and engaging environment.
- h. Encourage artist-designed infrastructure improvements within communities such as utility boxes, street-end bollards, lampposts, and street furniture.
- I. Encourage vandal resistant and easily repairable art to reduce maintenance requirements.
- J. Encourage the programming of changing exhibits.

Private Development 1% for Art, 2004

The City Council has amended the Municipal Code (Chapter 2, Article 6, Division 7) to require certain private developers to set-aside one percent of their project budgets for public art enhancement. The ordinance applies to eligible private commercial and industrial developments with a total building permit valuation equal to or in excess of \$5 million dollars. This requirement may be satisfied by the financing of cultural and artistic facilities and/or on-site artwork. Private developers also have the option to pay a one half percent in-lieu option. In-lieu funds would be used for artistic enrichment of the city's public spaces.



UD-G.4. Development Quality.

Improve the quality of new development through public art and spaces for cultural use.

Provide a humanizing element a. to public and private developments through the installation of public artworks and spaces for cultural use. Public art can introduce a unique personal experience to individuals as they encounter the urban space. Include art in development projects as a means to distinguish and enliven spaces viewed or experienced by the public.

Arts, Culture and Community Festivals, 1998

Council Policy 100-03 outlines the city's aim to utilize the Transient Occupancy Tax (TOT) to support the city's cultural amenities among other goals. This policy encourages the support of arts and culture organizations, programs and projects that provide access to excellence in culture and the arts for residents and visitors and the funding of programs and events which enrich the lives of people in San Diego. It is the city's goal, though Council Policy 100-03, to promote neighborhood pride and community reinvestment, to contribute to the health and vitality of neighborhoods through arts and culture, and to encourage people of diverse backgrounds and ages to share their heritage and culture.

b. Generate a more livable community by encouraging public art in infill projects. Used as a means of aesthetic enhancement, public art can make new development more attractive to the public.

UD-G.5. Public Participation.

Provide opportunities for the collaboration of artists and community members.

- Encourage the design of public art from the initial stages of a devela. opment, as opposed to being an afterthought. Integrating art into the design process will provide a cohesive and distinct project.
- b. Conduct outreach efforts and engage communitymembers in the public art process. Invite residents to plan for animated community spaces.
- Ensure that artists conduct research and gather community input before generating concepts for public art works.





H. Safety and Security

Goal

Improved quality of life through safe and secure neighborhoods and public places

Discussion

A key method for reducing the incidence and fear of crime is through implementation of Crime Prevention Through Environmental Design (CPTED) measures using the following four design and usage concepts:

<u>Surveillance</u> involves the design, location and use of physical features, sensors, activities, and people to enhance visibility. Surveillance creates a risk of detection for intruders and offenders, and a perception of safety for legitimate users. The term "natural surveillance" refers to the ability to view and monitor a place through the normal course of one's daily activities.

Access Control employs people, devices, and natural measures to create a perception of risk to offenders and deny them access to targets. It also guides legitimate users safely through the environment.

<u>Territoriality</u> uses physical features and activities to express ownership, pride, and control of the environment. By delineating public, semi-public/private, and private spaces, residents feel empowered to take control of their environment.

Maintenance allows the continued use of areas for their intended purposes and maintains the effectiveness of measures employed for surveillance, access control and territoriality.



Many of the CPTED concepts are complementary to the City of Villages approach, since strategies to increase opportunities for surveillance are similar to those used to accomplish greater walkability. Mixed-use residential and commercial developments advocated by the City of Villages strategy also make neighborhoods safer by having legitimate activities taking place at night as well as during the day. For example, where some residents may be away during the day, offices and stores would be full. At night, when offices and stores would be empty, most residents would be at home. CPTED concepts also apply to parks and open space areas. An aware citizenry can increase natural surveillance of parks and open spaces; and appropriate signage, access control, and maintenance encourages legitimate public use of these areas.

The following policies outline how to apply CPTED concepts in accordance with the City of Villages strategy. Click here for the full text of the "CPTED Guidelines for Urban Villages."

Policies

UD-H.1. Natural Surveillance.

Design projects to encourage natural surveillance as a means to deter crime through the location of physical features, activities and people to maximize visibility.

- Encourage effectively planned mixed-use developments to provide a. 24 hour "eyes on the street."
- b. Locate buildings to face the street so that building occupants are able to view street activities. Window location should be high enough up from the ground level to prevent easy intruder access, but positioned for easy viewing of the street.
- c. Encourage residential and commercial development adjacent to public spaces to locate their entrances and windows to overlook the public spaces. Public places should be easily seen from adjacent streets and uses.
- Design carports for maximum visibility to prevent car theft, includd. ing roofs supported by columns instead of walls.
- Encourage neighbor interaction by defining property lines via low shrubs e. and other landscaping instead of high fences. Trespassers are easily detected when neighbors can see the house and know the occupants.
- f. Use open, ornamental metal railing, not solid walls, on exterior stairs, walkways, balconies, and patios. This provides visibility into these areas and prevents their use as hiding places.
- Locate building and development entrances and exits so people eng. tering and leaving can be seen by others in the area.
- Locate facilities and activities that attract large numbers of people h. in areas of otherwise low foot traffic so people there can provide natural surveillance, and conversely, ones that attract few people should be located in high foot traffic areas, e.g., restrooms.

- I. Locate entrances to public restrooms so that they are visible from adjacent streets and to people walking by. They should not be located behind buildings or at the ends of corridors. Separate men's and woman's restrooms should have single-door entrances on the same side of the building with interiors that are as open as possible to eliminate hiding places. Unisex or family-style restrooms with washbasins could be provided in addition to or instead of separate restrooms. Entrances should be well lit for use after dark when village businesses are still open. Their doors or gates should be locked when the businesses are closed.
- Locate transit stops/stations, pay phones, and ATMs in well-lit areas j. of high pedestrian activity.
- k. Avoid large surface lots as they subvert pedestrian access and create large, difficult to monitor spaces. Small, unattended lots should be located near foot traffic and where natural surveillance can occur.
- 1. Use appropriate lighting to discourage unlawful activity. Improved lighting will increase legitimate activity and allow for greater night time surveillance. Too much lighting will repel appropriate users. Special attention should be given to lighting around entrances, transit stops, payphones, ATMs, and parking areas.
- Use appropriate height, spacing and wattage for the prescribed use. If lights are too low or bright, it casts glare, but if not high enough it is not effective. Encourage the use of metal halide lighting; it provides better visual clarity with less wattage for the same perceived visibility. High pressure sodium casts a yellowish-orange glow which results in poor color rendition and compromises clarity.
- Design public spaces to discourage inappropriate use through the n. use of natural surveillance and physical design.

UD-H.2. Access Control.

Employ people, electrical or mechanical devices and natural measures to create a perception of risk to offenders and deny them access to targets, while allowing legitimate users to freely and safely use the site.

- Where walls or fences are desired, encourage the use of ornamental fencing that does not block visibility, is difficult to climb, and is less susceptible to graffiti and other damage. Walls and fences should not inhibit pedestrian circulation through a site.
- Encourage placement of attendants or gates at parking facility b. entrances to prevent break-ins and vehicle thefts. Where needed, consider the installation of cameras to further deter crime.
- Design parking garages for maximum visibility from adjacent uses. c. Consider additional security measures as needed including unenclosed elevator lobbies, mirrors to see around hidden spaces, separate entrances and elevators for residential and commercial property users, use of key cards, and emergency alarms.

- e. Plant trees away from fences, walls, and buildings to discourage the ability to climb over or onto them. Encourage the use of vines and thorny bushes adjacent to sides of buildings and walls to discourage graffiti and other vandalism.
- f. Walkways and landscaping should direct people to proper entrances and away from private areas.
- g. Use signs to communicate rules and reduce conflict about how a space is intended to be used. Signs in the form of maps and descriptive text promote a greater sense of security. When people know where they are and how to get to where they need to go it gives them greater control over their environment.

UD-H.3. Territoriality.

Define clear boundaries between public, semi-public/private, and private spaces.

- a. Demarcate public, semi-public/private, and private spaces clearly through the use of signs, landscaping, walls and fences, gates, pavement treatment, and other symbols to denote boundaries.
- b. Post signs to provide directions and rules of conduct within a development.
- c. Locate parking lots and garages behind or under businesses to give clear indication to the people what the lot is meant for, as well as to provide a more attractive streetscape for pedestrian users.
- d. Provide front porches, parks, plazas, and other outside public places for residents to socialize. This helps create pride in the area. It also gets people out where they can see others in the area.

UD-H.4. Maintenance.

Promote regulations, programs and practices that result in the proper maintenance of the measures employed for surveillance, access control, and territoriality.

- a. Use anti-graffiti paints and coatings on walls, benches, signs, etc.
- b. Design public art to be difficult to vandalize and easy to repair if damaged.
- c. Install vandal-resistant light fixtures.
- b. Prevent physical damage from skateboarding through various landscaping design measures including rough pavement, grass in front of benches, pavement cutouts for trees and bushes instead of planters, seat dividers on the tops of seating surfaces, and seats, walls, railings, and planter boxes with uneven edges and surfaces.
- c. Encourage a range of activities, easy access, a clean and attractive environment, and a place for people to socialize to attract legitimate users and thereby discourage improper behavior.
- d. Reduce walls, thick hedges, overhanging large canopies of trees, high bushes, and other barriers which block views or light.

